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DEPARTMENT FOR EB/CBA (DAWINSTEAD) AND EB/EX (GGRAY)

SINGAPORE FOR DANIEL THOMPSON

E.O. 12958: N/A
TAGS: [ABUD](#) [BEXP](#) [BTIO](#) [EINV](#) [ETRD](#) [ECON](#) [BX](#)
SUBJECT: BRUNEI - BFIF FY08 PROPOSALS

REF: STATE 159597

1. As per reftel, post submits proposals for BFIF FY2008 funding for participation in the DOC certified trade events as follows:

Project 1: Singapore Airshow 2008

Post has requested for early BFIF funding for participation at the Singapore Airshow (ref. e-mail to Dennis Winstead January 18, 2008).

The Singapore Airshow, to be held February 19-24, 2008, is Asia's largest aerospace and defense event, serving as a global marketplace and networking platform for the military and civil aviation community.

Justification:

Brunei plans to position itself as a regional hub for the Southeast Asian transportation industry servicing the BIMP-EAGA region. Plans to expand/develop the Brunei International Airport are in the pipeline - USD150m for the first phase set to start in 2009, to be followed by a second phase in 2020. Acquisition of additional surveillance aircraft is included in Ministry of Defense's strategic plan.

A 14-member AES trade mission is participating in the Airshow, with a total of over 120 US exhibitors at the Airshow. Several companies have expressed interest in the Brunei market.

Anticipated outcomes:

Post plans to relay to Brunei participants, the significant US presence at the Airshow, showcasing the latest US products and technology. Post will coordinate one-to-one meetings for interested Brunei participants with relevant US participants.

Estimated Costs:

Post has requested fund of USD6,050 to cover Ambassador & Commercial Assistant's participation in the Airshow (airfare, M&IE, transport & accommodation). Accommodation rates have been calculated at actual lodging cost, due to the high room rates in Singapore.

Point of contact:

Justin Friedman, Deputy Chief of Mission; Josephine Chan, Commercial Assistant

Project 2: Food and Hotel Asia 2008 (FHA2008)

Food and Hotel Asia is the largest and most successful food and hospitality exhibition in Asia. The exhibition, held once every two years, will be held for the 16th time from April 22-25th, 2008 in Singapore.

Justification:

FHA2008 will see the participation of more than 35 US companies, as

well as the support of Commercial Services and USDA.
In 2007, Brunei launched the Brunei Halal brand, in its preparation to position itself as a key player in the increasing global demand for halal products. A 263 hectare Agro-Technology Park is in progress, and the government is actively encouraging foreign investment in halal food production as well as R&D.

Anticipated outcomes:

Post will be working closely with CS & USDA in Singapore to publicise American presence in FHA2008 to relevant Brunei parties, as well as arrange business matchmaking at the event. Post foresees trade opportunities for US firms in the supply of manufacturing, packaging and storage systems and equipment, R&D technology, to the local halal food industry.

Estimated Costs:

USD5,200 to cover DCM & Commercial Assistant's participation in FHA2008 (airfare, M&IE, transport & accommodation). Accommodation rates calculated at actual lodging cost due to high room rates in Singapore during major trade events

Point of contact:

Justin Friedman, Deputy Chief of Mission; Josephine Chan, Commercial Assistant

Project 3: CommunicAsia 2008

Asia's premier Information and Communications Technology will be held in Singapore from 17 - 20 June 2008, showcasing the latest in infocommunications, digital media and convergent technologies and applications.

At CommunicAsia 2007, post met one-on-one with thirteen U.S. companies, resulting in two leads for potential Gold Key Services.

Justification:

Brunei is ranked the second highest country in Southeast Asia in the use of information and communications technology, and highest in Asia for mobile communications penetration. The Brunei Government is committed to develop the Information Technology industry and has set aside a budget of \$1billion for e-government implementation, 80% of which has yet to be utilized.

Post continues to explore opportunities to match U.S. companies at CommunicAsia with key local companies, to offer and implement American technology in various fields in Brunei.

Anticipated outcome:

Working with CS Singapore, post will promote American presence at the event to Brunei IT companies, and arrange one-on-one meetings between US and Brunei companies at the event.

Estimated Costs:

USD5,200 to cover DCM & Commercial Assistant's participation (airfare, M&IE, transport & accommodation). Accommodation rates calculated at actual lodging cost.

Point of contact:

Justin Friedman, Deputy Chief of Mission; Josephine Chan, Commercial Assistant

Project 4: CS IT System Connectivity

E-speed broadband (ADSL) connection rental charges for one year - May 2008 to April 2009.

Justification:

Access to ITA Intranet required for Commercial Services offered by post.

Estimated Costs: USD1,700

Point of contact:

Justin Friedman, Deputy Chief of Mission; Josephine Chan, Commercial Assistant

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